

Florists can build relationships with community flower growers by starting conversations early, placing clear orders, and following through on agreements. Regular communication helps both sides plan around the growing season and handle changes with care.

Find growers and make an introduction

Look for growers at farmers markets, community growing spaces, and local agricultural events. Other florists may also know growers in the area. Before getting in touch, check what the grower sells and how they prefer to receive enquiries.

Keep the first message simple. Introduce your business, describe the flowers you usually need, and ask if the grower is interested in supplying florists. A brief visit or call can give you both a clearer sense of what might work.

Ask about their growing season rather than assuming a particular flower will be available. A grower may offer stems you have not used before, along with useful advice on their care.

Agree on the details before ordering

Both sides need to know what an order involves. Discuss quantities, ordering deadlines, collection or delivery, payment terms, and how the flowers will be packed. Put the agreed details in writing so there is something to refer back to.

1. Share your expected needs, including colours, stem counts, and the dates you need flowers.
2. Ask what the grower expects to have available and when they can confirm it.
3. Agree on acceptable substitutions and how to handle a shortfall.

4. Confirm the order, collection or delivery arrangements, and payment terms in writing.
5. After the order, share useful feedback and pay as agreed.

For a large event, ask how much notice the grower needs and avoid promising a specific local flower to a client until availability is confirmed. Weather and other growing conditions can change a crop.

Make the relationship worth maintaining

Give growers as much notice as you can, especially for recurring orders. If your plans change, let them know promptly. A quick message is more useful than leaving them to wonder if an order is still needed.

Feedback works best when it is specific. Mention how the stems arrived, how they held up in your workspace, and any problems with quantity or condition. Invite the grower to tell you what would make ordering easier on their side too.

Regular orders can help establish a rhythm, but start with a quantity that suits your business. As you learn what customers use and what the grower can supply, adjust the arrangement together. If you share photos of their flowers, ask how they would like to be credited.

Questions florists often ask

Should I visit the growing site?

If the grower welcomes visitors, a visit can help you understand their flowers and working practices. Arrange it in advance and respect their time, particularly during busy harvest periods.

What if a flower is unavailable?

Ask about alternatives before you need them. Agree on which colours or flower types can be substituted, and tell your client about any change that affects the design.

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